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OO RUEHDU RUEHGI RUEHJO RUEHMR RUEHPA
DE RUEHUJA #0532/01 0651157
ZNR UUUUU ZZH
O 061157Z MAR 06
FM AMEMBASSY ABUJA
TO RUEHC/SECSTATE WASHDC IMMEDIATE 4808
INFO RUEHZO/AFRICAN UNION COLLECTIVE
RUEAUSA/DEPT OF HHS WASHDC
RHFMISS/CDR USEUCOM VAIHINGEN GE
RUEHRO/UN MISSION ROME 0054
RUFOADA/JAC MOLESWORTH RAF MOLESWORTH UK
RUEAIIA/CIA WASHDC
RUEKDIA/DIA WASHDC
RUEKJCS/SECDEF WASHDC//USDP/ASD-HD//
RUEHPH/CDC ATLANTA GA
RUEHRC/DEPT OF AGRICULTURE WASHDC

UNCLAS SECTION 01 OF 02 ABUJA 000532

SIPDIS

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FOR OES NANCY POWELL
USDA FOR FAS/OA, FAS/DLP, FAS/ICD AND FAS/ITP
USDA ALSO FOR APHIS
USAID REGIONAL HUB OFFICE ACCRA
CHERYL FRENCH APHIS DAKAR

E.O. 12958: N/A
TAGS: [TBIO](#) [KFLU](#) [EAID](#) [AMED](#) [EAGR](#) [NI](#)
SUBJECT: UNICEF COMMUNICATION MEETING

REF: ABUJA 440

¶1. SUMMARY: THE AVIAN INFLUENZA COMMUNICATION COMPONENT IS FINALLY COMING TOGETHER AFTER WEEKS OF DELAY AND CONFUSION. THE GON HAS APPROVED A COMMUNICATION STRATEGY, AND HAS SCHEDULED WEEKLY MEETINGS FOR DONORS AT THE MINISTRY OF INFORMATION AND NATIONAL REORIENTATION. FOUR PROPOSALS APPROVED BY THE NATIONAL PUBLIC ENLIGHTENMENT COMMITTEE ON BIRD FLU IN NIGERIA WERE SUBMITTED TO DONORS AT A MARCH 3 MEETING CALLED BY UNICEF. END SUMMARY.

¶2. AFTER WEEKS OF DELAY AND CONFUSION, THE GON AND DONORS HAVE FINALLY DEVISED A WORKING RELATIONSHIP ON COMMUNICATION ISSUES. A COMMUNICATION STRATEGY HAS BEEN APPROVED AND COMMUNICATION WILL BE INTEGRATED INTO THE OVERALL NATIONAL STRATEGY ON AVIAN INFLUENZA ALONG WITH HEALTH AND AGRICULTURE.

¶3. GON RECOGNITION OF THE IMPORTANCE OF COMMUNICATION TO ITS OVERALL PLAN TO PREVENT THE SPREAD OF AVIAN FLU COMES AT A TIME WHEN RUMORS, MISTRUST AND MISUNDERSTANDING ARE GROWING. PRESS ARTICLES HAVE APPEARED INSINUATING THE APPEARANCE OF THE DISEASE IS A WESTERN CONSPIRACY AS WAS THE CASE WITH POLIO. POLITICAL MOTIVES ARE BEING ATTACHED TO THE FACT THAT MOST OF THE AFFECTED AREAS OF THE OUTBREAK ARE CONCENTRATED IN THE NORTH. MISUNDERSTANDING ABOUT THE SAFETY OF EATING CHICKEN IS A SERIOUS THEAT TO THE POULTRY INDUSTRY.

¶4. UNICEF CALLED A DONORS MEETING ON MARCH 3 TO CONSIDER FOUR PROPOSALS SUBMITTED BY THE NATIONAL PUBLIC ENLIGHTENMENT COMMITTEE ON BIRD FLU IN NIGERIA. ATTENDING THE MEETING WERE REPRESENTATIVES OF THE MINISTRY OF INFORMATION, MINISTRY OF AGRICULTURE, MINISTRY OF HEALTH, UNICEF, CDC, US EMBASSY (PAS), USAID (COMPASS), AND THE EUROPEAN COMMISSION. THE PROPOSALS WERE PRESENTED AS THE FIRST INSTALLMENT OF PROPOSALS TO IMPLEMENT THE COMMUNICATION STRATEGY. THERE ARE MORE PROPOSALS IN THE PIPELINE.

¶5. PROPOSAL ONE: MEETINGS WITH STATE COMMISSIONERS OF INFORMATION AND STATE COMMISSIONERS OF HEALTH. THE ESTIMATED COST OF EACH MEETING IS \$31,000 EACH. THE MINISTRY OF AGRICULTURE HAS ALREADY HELD A MEETING OF STATE

VETERINARY OFFICERS.

¶6. PROPOSAL TWO: SIX WORKSHOPS FOR PROFESSIONAL AND COMMUNITY GROUPS:

- INFORMATION/NATIONAL ORIENTATION OFFICERS - \$50,000
- JOURNALISTS - \$50,000 (ADDED AT THE MEETING)
- EDUCATION/NATIONAL UNION OF TEACHER OFFICIALS - \$124,622
- FAITH-BASED ORGANIZATIONS - \$178,175
- TRADITIONAL AND OPINION LEADERS - \$389,840
- PAN AND LIVESTOCK EXTENSION WORKERS - \$226,155

¶7. PROPOSAL THREE: PUBLICATIONS

- POSTERS (3 TYPES), 1,489, 500 COPIES IN LOCAL LANGUAGES - \$800,000
- HANDBILLS (3 TYPES), 2,979,000 COPIES " " " - \$460,000
- LEAFLETS (4 types), 3,972,000 COPIES " " " - \$184,000
- TRANSLATION (3 LANGUAGES) - \$5,000
- DISTRIBUTION TO 37 STATES/FCT - \$60,000

¶8. PROPOSAL FOUR: PRODUCTION OF TWO VIDEO DOCUMENTARIES FOR THE PUBLIC ENLIGHTENMENT CAMPAIGN AGAINST THE SPREAD OF AVIAN INFLUENZA IN NIGERIA.

- FACTUAL DOCUMENTARY - \$265,000
- DOCUDRAMA - \$400,000
- AIR TIME FOR BOTH - TBD

¶9. FUTURE PROPOSALS FROM THE NATIONAL PUBLIC ENLIGHTENMENT COMMITTEE WILL INCLUDE PROPOSALS ON PRODUCTION OF JINGLES AND RADIO AND TELEVISION SPOTS IN THREE LANGUAGE VERSIONS.

¶10. THE DONOR GROUP DISCUSSED THE IMPORTANCE OF RADIO, INCLUDING THE VOICE OF NIGERIA, NIGERIA FARM RADIO NETWORK

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AND THE HAUSA SERVICES OF INTERNATIONAL STATIONS SUCH AS BBC AND VOA IN GETTING MESSAGES TO THE WIDEST POSSIBLE AUDIENCE. THE WORLD HEALTH ORGANIZATION (WHO) WILL PROPOSE A PROJECT FOR PRE-TESTING, MONITORING AND EVALUATING MEDIA MESSAGES. A WHO CONSULTANT WILL ADVISE ON INTERPERSONAL COMMUNICATION. AND THE MINISTRY OF INFORMATION REPRESENTATIVE STATED THAT CONSIDERATION WAS BEING GIVEN TO USING WORKERS IN UP-COMING POLIO IMMUNIZATION CAMPAIGNS TO DISTRIBUTE LEAFLETS AND HANDBILLS.

¶11. NO DONOR WAS AUTHORIZED TO MAKE A FIRM COMMITMENT AT THIS MEETING, BUT COMPASS, UNICEF, AND PAS EXPRESSED INTEREST IN SUPPORTING THE PRODUCTION OF PRINTED MATERIALS. PAS ALSO EXPRESSED INTEREST IN THE PRODUCTION OF DOCUMENTARIES.

CAMPBELL